Design and Access Statement
Proposed new Lidl foodstore
Roman Way, Stood
June 2021

Proposed Development - Roman Way, Strood

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The purpose of this Design and Access Statement is to illustrate and explain the design approach that has been adopted in the submitted application.

This document provides information regarding the proposed scheme and has been put together for the benefit of the local planning authority, elected members, statutory and non-statutory consultees and local residents.

The Design and Access Statement aims to provide information on, and construct an analysis of, the application site. It also contextualises the application and demonstrates the positive links between the proposal and the pre-existing environment.

This statement further identifies all the constraints and opportunities relating to the development of the site and highlights key design principles applied.

This statement has been formatted to conform with the guidance notes of the CABE Design and Access Statement Document and addresses the following items:

1) Design Context
2) Site Context
3) Design Proposals
4) Access Proposals
5) Sustainability

This Design and Access Statement should be analysed in conjunction with:

- The submitted Full Planning Application drawings
- National Policy and Best Practice Advice and Guidance, which outlines the importance of these guidelines and contextualises our design proposals
- Local Council Policy, which includes supplementary guidance

PURPOSE OF THE DOCUMENT

PRINCIPAL CLIENT

Lidl Great Britain Limited,
Northfleet RDC,
Crete Hall Road,
Gravesend,
DA11 9BU

PRINCIPAL DESIGNER

One Design Architects Ltd
Unit 1 Merchants Quay Phase II
Ashley Lane, Shipley
West Yorkshire
BD17 7DB

This Design & Access Statement has been prepared on behalf of Lidl Great Britain Limited to support a planning application for the development of the site off Cuxton Road, Strood.

The proposed development will consist of the construction of a new Lidl food store including associated vehicle parking and access road and landscaping.

Lidl regards the application site as ideally suited to meet its requirement for a new discount store to better serve the local community.

The site is one of three former chalk pits that were excavated for the production of cement. Cuxton Pit No.1 comprises the Diggerland site; Pit No. 2 is the application site and Pit No. 3 is the area to the north of Cuxton Road. In the 1980s Pit Nos. 1 & 2 were used as landfill sites for the disposal of household waste – that use ceased by the 1990s and the sites were capped and restored to grassland. Pit No. 3 has been developed for housing.

Given Lidl's commitment to invest in Strood the proposed development will, if consented, be constructed at the earliest opportunity and will add to the local area's retail offering.

ABOUT LIDL GREAT BRITAIN LIMITED

Internal images of a Lidl store

Lidl, founded in Germany in the 1930s, commenced trading in the UK in 1994 and now operates over 800 stores nationwide. Lidl's ambitious and successful expansion strategy is credited to its retail philosophy centred on principles of simplicity and maximum efficiency at every stage of the business, from supplier to consumer. This focus enables the company to sell high quality products from a limited range of exclusive own-brand and well-known labels at the lowest prices.

Lidl stores sell around 2,500 carefully selected product lines and are able to offer these high quality products at low prices due to the combination of a pan-European bulk purchasing policy and directly owning a number of their key supply chains. This affords Lidl the advantage of immense buying power, enabling the company to achieve significant economies of scale that translate into low prices for the customer.

Evidence of Lidl's success is not only proven through its expanding customer base and customer loyalty but is also compounded by the numerous accolades achieved in recognition of both Lidl's high quality and affordability. Amongst others, Lidl have been voted IWSC Retail Innovator of the Year 2019, Retail Week Awards Best Value Retailer 2019 & Loved by Parents Supermarket of the Year 2019.

This year Lidl have already succeeded in being awarded a multitude of awards. These include:
Good Housekeeping Reader Recommended 2020 - In-Store Bakery and other products.
World Whiskey Awards 'Own Brand Supermarket of the Year'.
World Vodka Awards 'The Country Winner' for the Rachmanioff vodka.
World Gin Awards 'Own Brand Gin Supermarket of the Year' & 'Supermarket of the Year'.

SITE SIZE AND TOPOGRAPHY

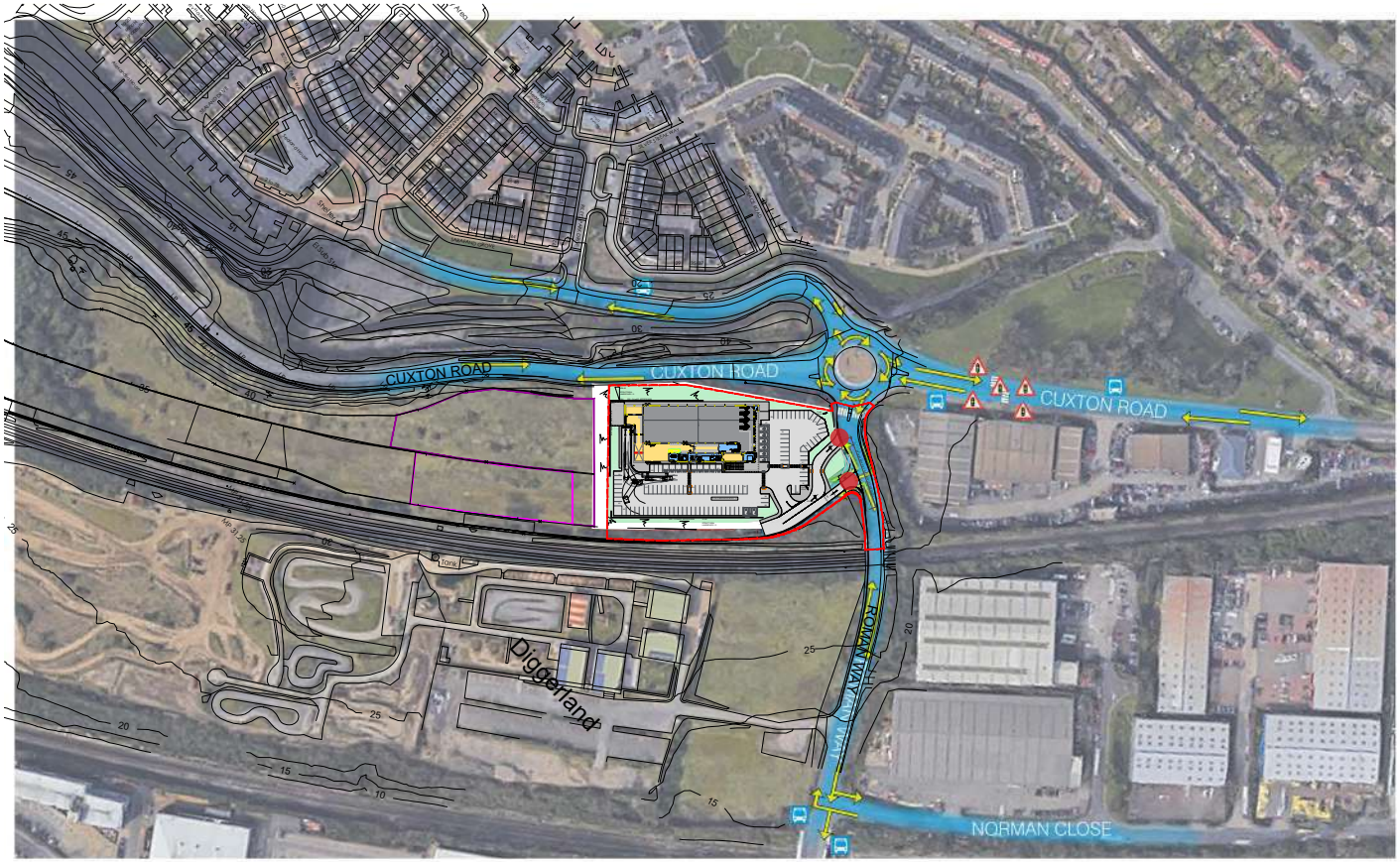
The application site extends to approximately 0.997 ha.

The site of this application is located off Cuxton Road and Roman Way.

It is proposed, as part of this application, that the car park gradients will be amended to substantially improve both pedestrian and vehicular access.

CURRENT USE OF SITE

The site is a former chalk pit most recently used for landfill. The current access off Roman Way will be adjusted to meet highways standards.



Key
- SITE BOUNDARY
- TRAFFIC LIGHTS
- BUS STOP

ACCESS

The proposed segregated access/egress to the site will be from Roman Way via a new priority junction arrangement for use by customers, staff and delivery vehicles.

The site is accessible via sustainable modes of travel with infrastructure to facilitate pedestrian and cycle movements between the site and local residential areas. A dedicated pedestrian access will be provided directly from the footway on Cuxton Road.

Convenient access to public transport services is provided in the form of bus stops located either side of the Cuxton Road in both directions.

- Proposed Vehicular & Pedestrian Access

Existing Site Entrance view from Roman Way

Existing Site view from Cuxton Road

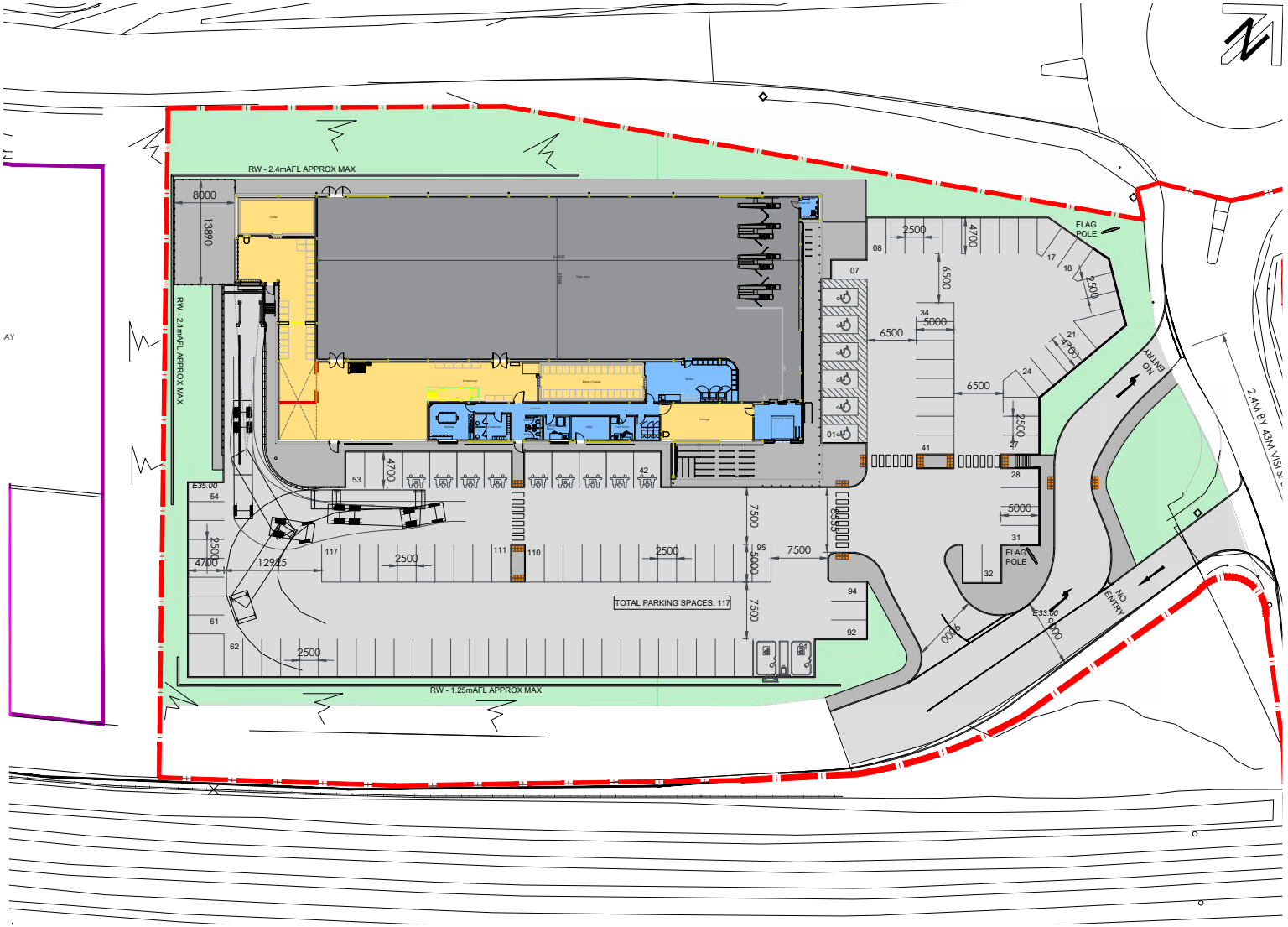
SURROUNDING

The application site is located in an area containing residential, industrial, retail and greenfield sites.

Adjacent land uses include, to the:

North - Residential
East - Retail
South - Industrial
West - Residential and Greenfield Site

As part of the development Lidl will provide a comprehensive landscaping scheme which will help to reduce the visual impact of the store and enhance the aesthetic amenity of the immediate surroundings.

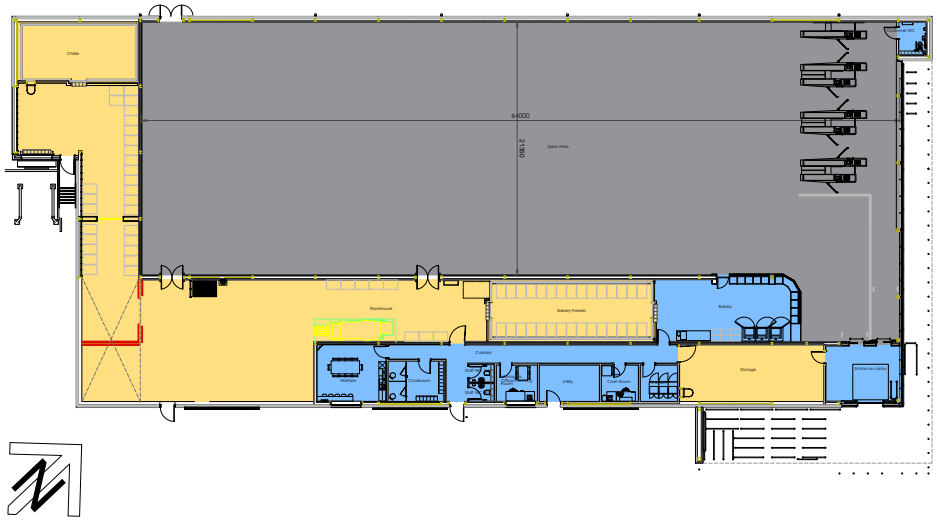


OBJECTIVE AND PRINCIPLE

Lidl's proposed development will create a new neighbourhood foodstore with 1,414m^2 sales area (2,278m^2 gross internal floor area). The development will also provide a free customer car park and recessed loading bay to facilitate the delivery of goods to the store.

The store will be built in accordance with Lidl's brand new specification providing a lighter, more spacious sales area, with full height glazing to the front elevation, and with no suspended ceiling. Proposed elevations have been considerately designed along the main aspects, providing activity and identity to the public frontages which:

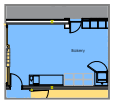
1. Respond to the geometry and topography of the site;
2. Maintain adequate clearances and safe distances to existing site boundaries;
3. Respect the urban edge and remain in keeping with other developments in the area;
4. Provide easy and safe vehicular and pedestrian access to the existing highway;



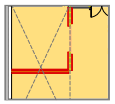
Proposed Ground Floor Plan

KEY:

Sales Area



Ancillary Areas



Warehouse Areas

PROPOSED LAYOUT

The proposed store has been positioned to the north west of the site. The eastern and southern areas of the site are to be customer parking with vehicle and pedestrian access.

The car parking spaces have been positioned to the principal elevations of the store. The car park area has been laid out in central islands to allow easy manoeuvrability of vehicles and also safe and easy access to and from the proposed store.

The 117 free car parking spaces have been positioned to the front of the store.

Goods deliveries will be made via the recessed loading bay which is situated adjacent to the warehouse space. The store's dedicated delivery facility will be accessed via an HGV grade vehicle ramp directly in front of the delivery pod door.

A vehicle tracking exercise has been carried out which confirms a delivery vehicle can access the delivery area during trading hours without having any adverse effect to the car parking arrangements. While designing the proposed development the following key factors were taken into consideration:

- Market demands
- Surrounding properties
- Site constraints
- Vehicular and pedestrian circulation within the site
- Design guidance

Example images of a typical Lidl store

APPEARANCE

The site aesthetic has been considered as part of the proposal with the planned use of a limited but considered material palette affording the design coherency.

The north east elevation facing Roman Way will implement 4m glazing to provide natural light and to help modernize the visual appearance of the store. The shop front will wrap around a fraction of the south east side elevation to comprise the customer entrance lobby. With the 4m glazing wrapping around the corner of the store, the entrance lobby will have a welcoming open atrium ambience for customers to the Lidl store.

The elevations will consist of white cladding walls, with grey rendered plinth beneath. This palette will be complemented by silver eaves guttering and rainwater pipes.

The loading dock gable south elevation of the store will complement the other elevations through using the same material composites and colour palette. A rendered treatment with the silver metal composite panels above comprise this elevation. The silver metal composite panels will increase in depth along this elevation due to the rake of the mono pitch roof.

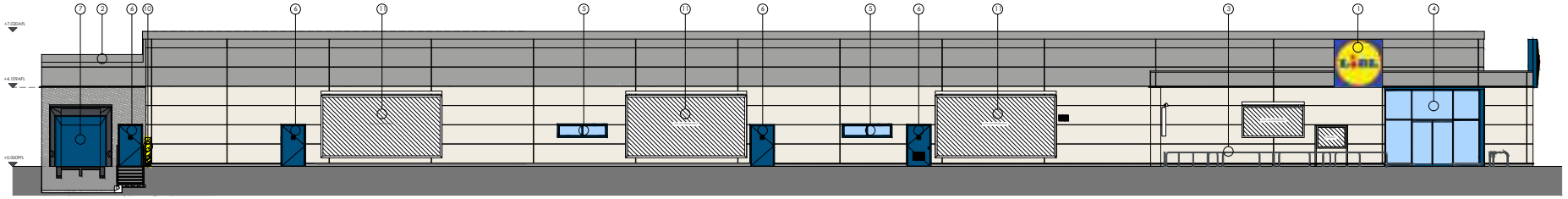
Each elevation treatment responds to its specific context, whilst also addressing the development as a whole by:

1) Using carefully selected robust and high quality architectural components
2) Using a well-chosen selection of robust and quality architectural components.
3) Using an appropriate architectural form
4) Referencing the scale of the building within the elevation treatments

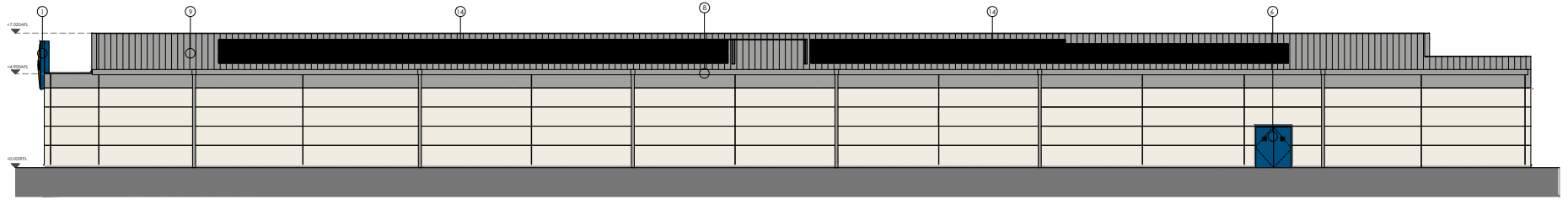
While final confirmation of the exact material specification requires approval by the Local Authority, it is intended that the pallet of materials will consist of the following:

- Roof cladding – standing seam in silver - RAL 9006
- Rainwater goods – aluminium down pipes silver - RAL 9006
- High level eaves cladding, fascia and soffits colour silver - RAL 9006
- Low level cladding - silver
- Upper external wall - Cladding white - RAL 9010
- Lower external wall - plinth Render grey - RAL 7038
- Doors/windows/Curtain wall – colour blue - RAL 5010

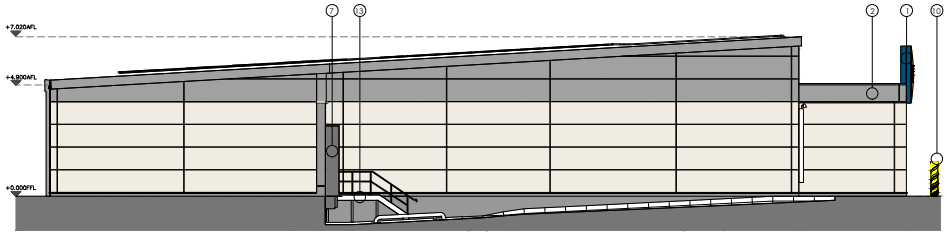
Proposed Development - Roman Way, Strood
Elevations



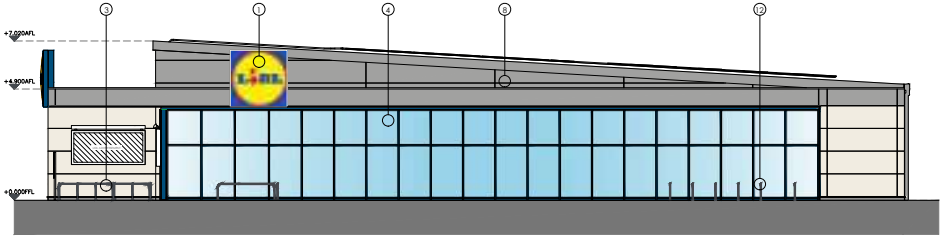
SOUTH EAST ELEVATION



NORTH WEST ELEVATION



SOUTH WEST ELEVATION



NORTH EAST ELEVATION

PROPOSED MATERIALS FINISHES
DRAWING TO BE READ IN CONJUNCTION WITH LIDL SPECIFICATION.

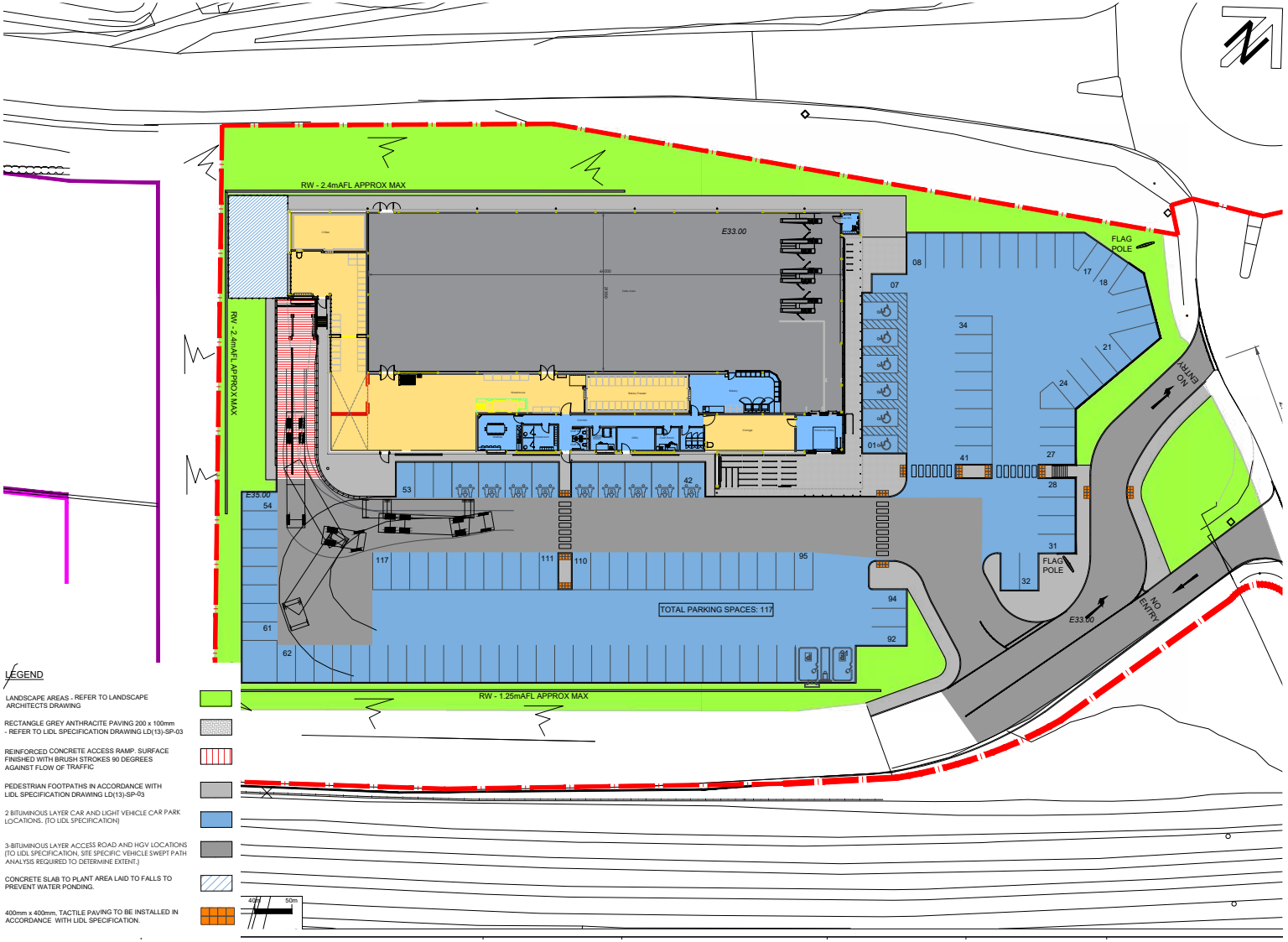
MATERIALS INDICATED ARE ILLUSTRATIVE ONLY AND MAY NOT MATCH THE FINAL FINISH.

1. NEW LIDL SIGNAGE INTERNALLY ILLUMINATED 2500mm X 2500mm
2. PARAPET CLADDING COLOUR: SILVER METALLIC, RAL 9006
3. STAINLESS STEEL TROLLEY BAYS/RAILS
4. PROPOSED FULL HEIGHT CURTAIN WALL GLAZING COLOUR: BLUE, RAL 5010
5. PROPOSED WELFARE WINDOW COLOUR: BLUE, RAL 5010
6. PROPOSED DOORS/MOE DOORS/ UTILITY ROOM COLOUR: BLUE, RAL 5010
7. PROPOSED DELIVERY DOCK SECTION DOOR COLOUR: BLUE, RAL 5010 WITH DOCK SHELTER
8. NEW METAL CLADDING TO SOFFITS, FACIAS, NEW TRIMS, FLASHING, GUTTERS AND RWP COLOUR: SILVER METALLIC, RAL 9006 150 Ø RWP'S TO HAVE ANTI CLIMB GUARDS
9. PROPOSED COMPOSITE ROOF CLADDING TO BE INSTALLED TO MATCH WALL CLADDING COLOUR: SILVER METALLIC, RAL 9006
10. HGV BOLLARD 1500mm HIGH BLACK AND YELLOW
11. WALL MOUNTED BILLBOARDS SHOWN INDICATIVELY SUBJECT TO SIGNAGE APPROVAL
12. GALVANISED SHEFFIELD CYCLE STANDS
13. GALVANISED STAINLESS STEEL DRIVERS STAIRS
14. ROOF MOUNTED SOLAR PV PANELS

CLADDING PANELS IN WHITE RAL 9010

CLADDING PANELS IN SILVER METALLIC RAL 9006

RENDERED PLINTH TO MATCH RAL 9006


RW - 2.4mAFL APPROX MAX
RW - 2.4mAFL APPROX MAX
E33.00
FLAG POLE
ENTRY
NO ENTRY
TOTAL PARKING SPACES: 117
RW - 1.25mAFL APPROX MAX
LEGEND
LANDSCAPE AREAS - REFER TO LANDSCAPE ARCHITECTS DRAWING
RECTANGLE GREY ANTHRACITE PAVING 200 x 100mm - REFER TO LIDL SPECIFICATION DRAWING LD(13)-SP-03
REINFORCED CONCRETE ACCESS RAMP. SURFACE FINISHED WITH BRUSH STROKES 90 DEGREES AGAINST FLOW OF TRAFFIC
PEDESTRIAN FOOTPATHS IN ACCORDANCE WITH LIDL SPECIFICATION DRAWING LD(13)-SP-03
2 BITUMINOUS LAYER CAR AND LIGHT VEHICLE CAR PARK LOCATIONS. (TO LIDL SPECIFICATION)
3-BITUMINOUS LAYER ACCESS ROAD AND HGV LOCATIONS (TO LIDL SPECIFICATION, SITE SPECIFIC VEHICLE SWEPT PATH ANALYSIS REQUIRED TO DETERMINE EXTENT.)
CONCRETE SLAB TO PLANT AREA LAID TO FALLS TO PREVENT WATER PONDING.
400mm x 400mm, TACTILE PAVING TO BE INSTALLED IN ACCORDANCE WITH LIDL SPECIFICATION.
40m
50m

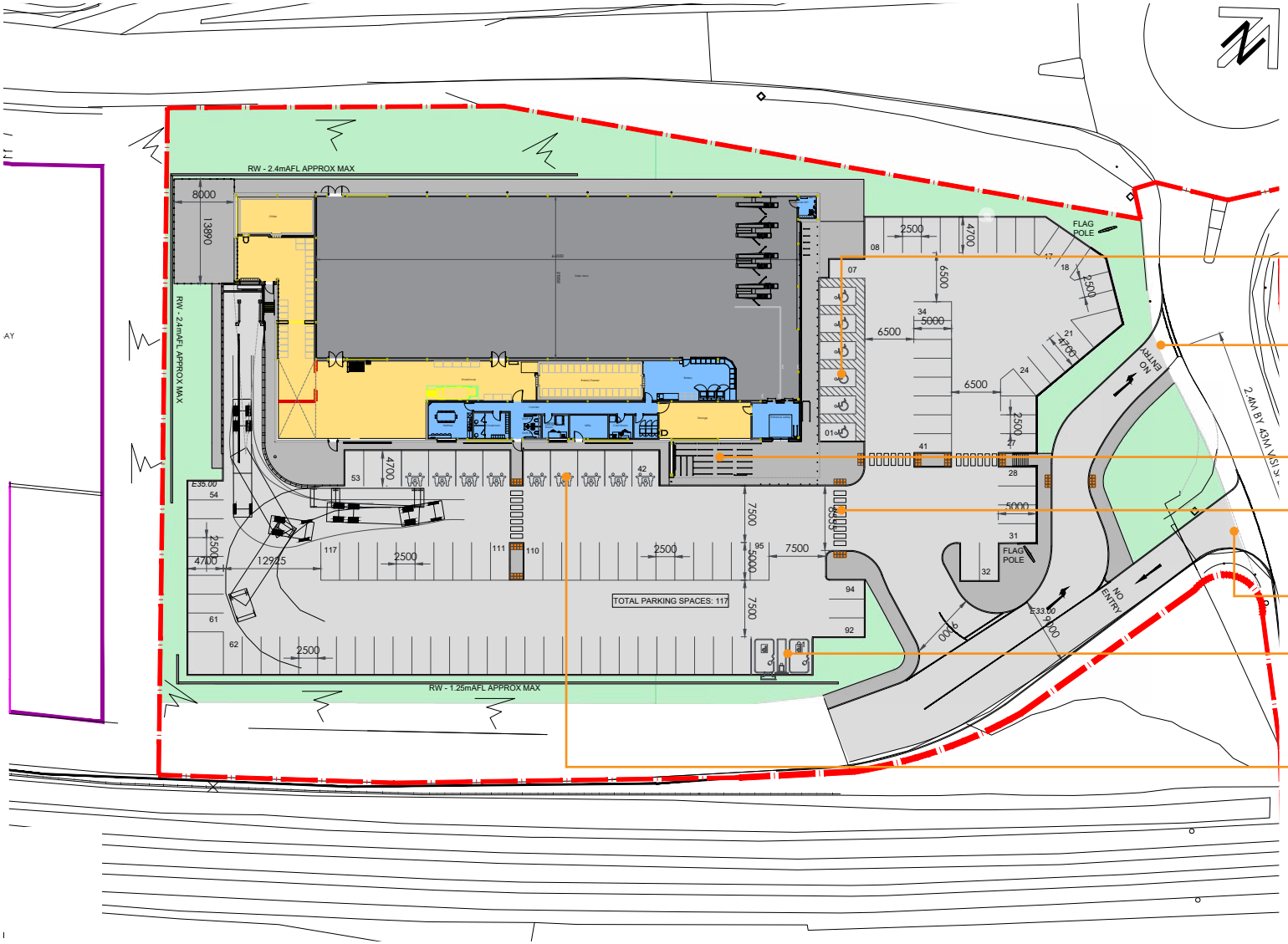
BOUNDARY PROPOSALS

The perimeter landscaping and the proposed landscaped areas within the scheme will provide a framework for the site. For detailed landscape proposals refer to the Landscape Architect's drawings. Also provided within the planning application are Boundary Treatments and Site Finishes Plans.

SITE FINISHES

All soft and hard landscaped areas of the proposed site are selected to compliment the new store, while simultaneously providing functionality and distinction between areas.

Other finishes include paving to the footpaths, Marshalls pencil edge keyblok in charcoal colour and a concrete access ramp to the loading bay. Please refer to the Site Finishes Drawing 19051 AD 115 – Proposed Site Finishes for further details.



PROPOSED DISABLED PARKING SPACES

PROPOSED VEHICLE ACCESS (EXIT)

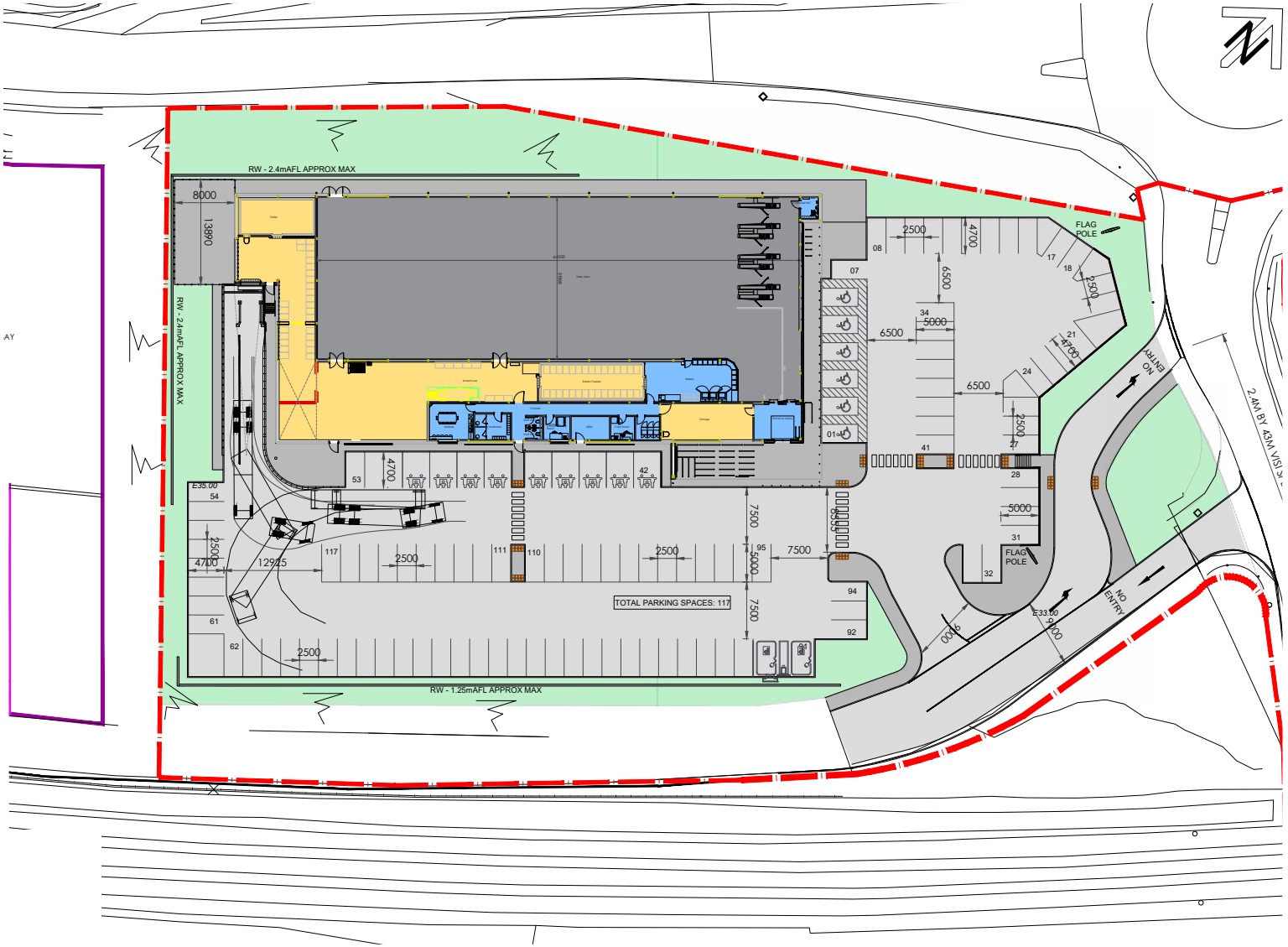
PROPOSED TROLLEY BAY

PROPOSED PEDESTRIAN ACCESS

PROPOSED VEHICLE ACCESS (ENTRANCE)

PROPOSED ELECTRIC VEHICLE SPACES

PROPOSED PARENT AND CHILD PARKING SPACES



VEHICULAR ACCESS PROVISION

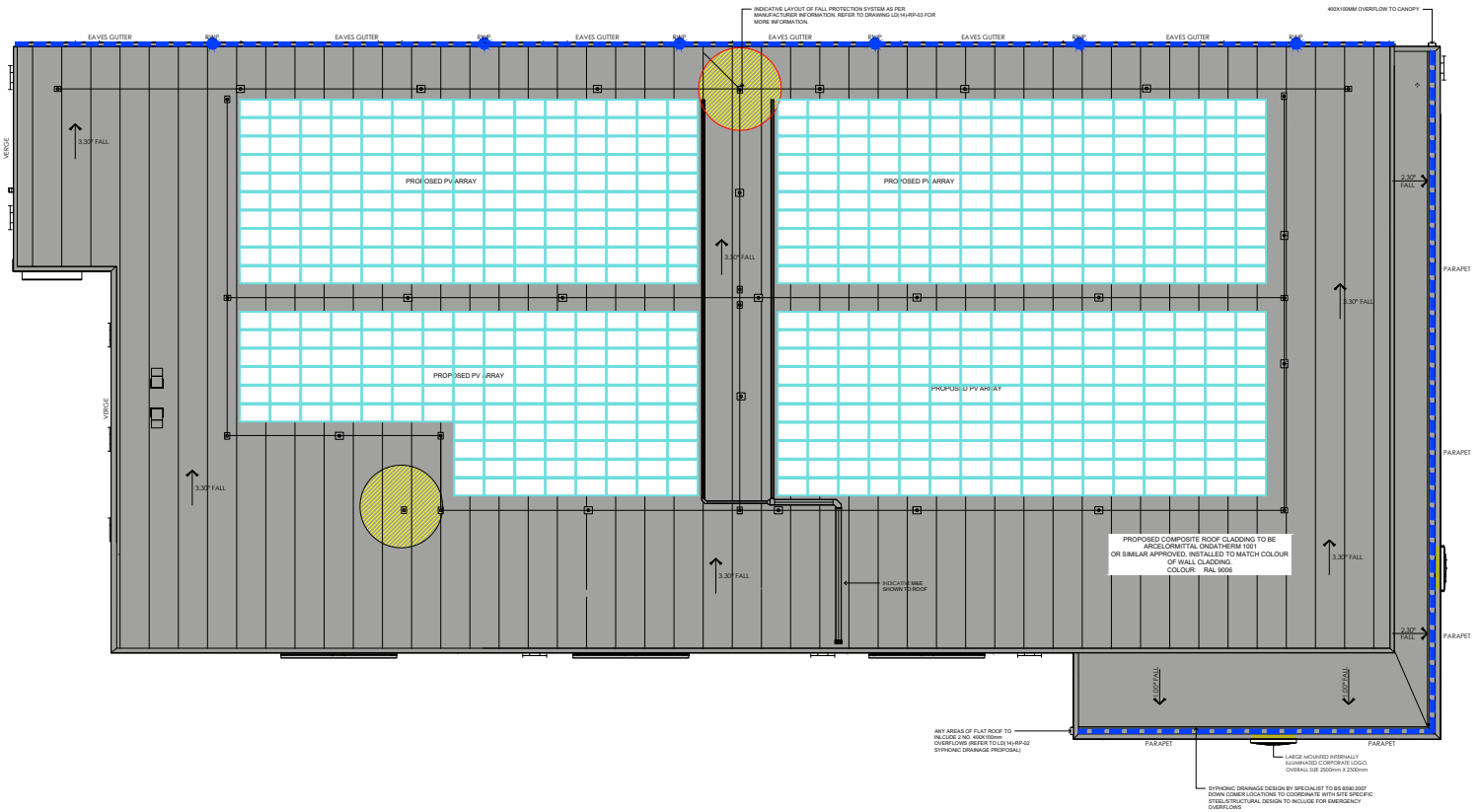
Vehicle access from Roman Way will ensure the provision of safe ingress and egress into the site. Adequate parking of 117 spaces has been provided and include Lidl spec standard, disabled, parent and child and electric vehicle charging car parking spaces.

Vehicle parking spaces provided are generously sized for improved customer access. Cycle storage is also provided:

- Standard spaces - 4.7-5m x 2.5m
- Parent and Child - 4.7m x 3.6m
- Disabled - 6.0 x 3.6m (including 1.2m hatching zone)
- Electric Vehicle Charging Spaces - 5.0 x 3.6m

PEDESTRIAN ACCESS PROVISION

Pedestrian routes are provided throughout the site and cycle storage areas are identified on the layout. The proposed development will achieve a 2% gradient across the site to facilitate those with mobility impairments in accessing the store. A maximum of 6% gradient will be provided for the delivery ramp. Level access thresholds will be provided into all the main entrance points into the foodstore unit. The scheme will be fully DDA compliant, including WCs and disabled parking spaces.


EAVES GUTTER
RWP
3.30° FALL
PROPOSED PV ARRAY
PROPOSED COMPOSITE ROOF CLADDING TO BE ARCELORMITTAL ONDATHERM 1001 OR SIMILAR APPROVED, INSTALLED TO MATCH COLOUR OF WALL CLADDING. COLOUR: RAL 9006
PARAPET
2.30° FALL
1.00° FALL

Solar Panel Roof

Environmental and sustainable measures have been considered also as part of the proposal. The use of trina tsm 300w (PV) will be adopted on a simple framework so that panels are fixed as close and flat to the roof as possible, to minimise visual intrusion and maximize amount of energy generated.

The energy strategy of the scheme has considered measures to mitigate the effects of climate change through the specification of energy efficient features, reducing fossil fuel usage and greenhouse gas emissions.

On-Roof Mounted Solar Photovoltaic Units:

The image provided shows the typical arrangement of on-roof mounted PV units.

Internal images of a Lidl store

LIDL ENVIRONMENTAL POLICY

The scheme will be designed to comply with the latest government guidance and the new Part L Building Regulations. In addition, various sustainable measures will be implemented. These include but are not limited to:

- Sustainable surface water drainage scheme.
- Solar panels installed on the roof.
- Electric Vehicle Charging spaces.
- Recycled materials in insulation and floor finishes.
- Use of water-based paints on steelwork.
- High efficiency LED lighting incorporated internally and externally.
- Lighting to be installed with movement detectors.
- Dual flush toilets.
- Sensor taps to reduce water consumption.
- Improved air leakage and enhanced U-Values where possible.
- Building management system controlled lighting by Lux sensors.
- Environmental waste removal and management policies.
- Delivery noise reduction through quiet, manually operated bridging plates and dock shelter, used in conjunction with sloped loading ramp.

As a discount food retailer, Lidl's supply chain and long-term business success depends on the health of the natural environment. Lidl therefore takes its responsibility as a member of the community very seriously in ensuring it reduces its carbon footprint wherever possible.

Environmentally sustainable design solutions have been incorporated into various stages of the proposed development, affecting the internal design, external appearance and the foodstore's relationship with its context. Energy demand is reduced in the first instance through passive design and a consideration of efficient operational procedures ensures that the proposed foodstore's ongoing environmental impact is minimised.

REFERENCES

Supplementary documents that have been used to develop the scheme proposals include:-

- National Planning Policy Framework
- Kent Core Strategy Development Plan
- Local Development Scheme
- CDM2015 requirements and future maintenance

LIST OF DRAWINGS

19051 AD 100 – Site Location Plan
19051 AD 101 – Existing Site Plan
19051 AD 110 – Proposed Site Plan
19051 AD 111 – Proposed Building Plan
19051 AD 112 – Proposed Roof Plan
19051 AD 113 – Proposed Elevations
19051 AD 114 – Proposed Boundary Treatments
19051 AD 115 – Proposed Site Finishes
19051 AD 116 – Proposed Site Topo Overlay

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